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DRIVING DESIGN: TONY AND CRUZ PEDREGON SPICE UP THE SHOP WITH LIMITED-EDITION TOOL STORAGE UNITS FOR SNAP-ON TOOLS

Dragster's original artwork combines 'Hispanic flavor' and passion for racing

KENOSHA, Wis. (June 25, 2008) – Some like it caliente, but even those who don't are sure to appreciate what NHRA racers Tony and Cruz Pedregon have done with their exhilarating original artwork and designs to create unique, limited-edition tool storage units with Snap-on Tools.

The Pedregons are brothers and teammates who are known for their competitiveness on the track. Both are in the top 10 for all-time NHRA Funny Car victories, Tony is second with 38 victories, Cruz is sixth with 23 and both have won championships – Tony in 2003 and 2007, and Cruz in 1992. But the brothers have proven they can also win off the track by claiming victory with the new personally designed tool storage units featuring original artwork by Tony and designs by Cruz.

The distinctive boxes are detailed with rich and thrilling Hispanic-influenced designs, reflecting the Pedregon's family heritage. Both of the designs are available in a Classic Series 11-drawer roll cab and a seven-drawer Heritage Series roll cab with a four-drawer Heritage Series top chest. These units, for the first time, are available to fans for purchase directly through www.snapon.com.

"We wanted to design something that was a reflection of us and our race car," Tony said. "We wanted to give it that Hispanic flavor and incorporate all the components – horsepower, energy and adrenaline – that we see on the track every day."

Tony is no stranger to illustrations and design. In his early 20s, he began painting the racing helmets of his older brothers, Frankie and Cruz. Other racers began to take notice and soon he was designing and painting helmets for Bill Elliott, Kenny Bernstein, Cory McClenathan and Tommy Johnson, Jr., so when Snap-on approached Tony with the unique idea of collaborating on a tool storage unit, he jumped at the chance to create the artwork himself – a first for Snap-on.

"It's a rare opportunity to team up with individuals as talented as Tony and Cruz," said Alicia Smales, vice president of marketing for Snap-on Tools. "We're not just promoting the Pedregon name with these new boxes, but the creativity and personal touch that went in to making them. These are truly unique and special boxes."

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Snap-on Tools' history with the Pedregons goes back to 1992 when the company first sponsored Cruz. Over time, Snap-on extended its support to Tony and has continued building on that relationship as evident by the new tool storage units.

"These toolboxes will be viewed by thousands, not only technicians, but different people who walk through the shops in different parts of the country," Cruz said. "The techs and fans fortunate enough to have these boxes get to share in the uniqueness, share in the moment and really have our car with them all the time. Hopefully, this inspires them to work harder and get the job done."

Tony says that he and his brother have completely different tastes, which helped them create the two box designs.

"Cruz is very particular, he doesn't like all the detail but rather that clean look," Tony said. "I've got a lot going on with the spark plugs and flying wrenches and the car and engine. I think my toolbox is a reflection of what my personality is like."

Cruz agrees that the brothers' personal styles had a big influence on the finished product.

"I'm a little more conservative than Tony," said Cruz. "I like the look of my 2008 race car and played on that for my toolbox. It's a great look, a great toolbox, a great theme and a lot of fans out there are ordering them."

"It was a long process, but a lot of detail goes into the finished product and we're really happy and fortunate that we're tied in with the best tool company in the business," adds Tony. "When I saw the finished product, hair stood up on my arms. I was pretty excited."

The Pedregon tool storage units will be on display June 26-29 during the NHRA Nationals in Norwalk, Ohio. For more information, visit www.snapon.com. More information on Tony and Cruz Pedregon can be found at www.tonypedregon.com and www.cruzpedregon.com.

The Tony Pedregon Tool Storage Units are available in the Heritage Series Roll Cab (KRA2107BPNN) and Top Chest (KRA2104APNN) and Classic Series Roll Cab (KRA2411PNN).

Cruz's design is also available in the Heritage Series Roll Cab (KRA2107BPNP) and Top Chest (KRA2104APNP) and Classic Series (KRA2411PNP).

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Customers can purchase the limited edition tool storage units by contacting their local Snap-on representative, visiting www.snapon.com or by calling toll free 877-SNAPON-2 (877-762-7662). More information regarding tool storage units from Snap-on Tools can be found at www.theundisputedchamp.com.

Snap-on Tools Company, LLC is a leading global innovator, manufacturer and marketer of tools, diagnostics and equipment solutions for professional users. Product lines include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions which are used by technicians and professionals at vehicle dealerships and repair centers and in the marine, powersports and aviation industries.

Snap-on is one of the largest non-food franchise companies in the world, selling its products through more than 4,000 franchisees worldwide and through company-direct sales and over the Internet. Snap-on Tools is a subsidiary of Snap-on Incorporated, which was founded in 1920 and is a \$2.8 billion, S&P 500 company headquartered in Kenosha, Wis. For additional information on Snap-on, visit www.snapon.com.

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Editor's Notes:

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